

Some authors (for example, Anderson, 2007; Roselender and Hart, 2003) believe that SMA would not only overlap with strategic management but that it would infuse all boundaries of management, and hence it can be concluded with some caution that the future of MA was not only SMA but the integration of all management fields. There is a need for further empirical research on diffusion, implementation and usefulness of SMA practices. Only empirical evidence can establish whether SMA can perform its promised role of a messiah for MA effectively or not.

## **DEVELOPMENT OF THE SPHERE OF PHYSICAL CULTURE AND SPORTS UNDER NEW ECONOMY CONDITIONS**

ALYONA BRAZHNİK, undergraduate

YAROSLAV Leonov. Associate Professor, Ph. D. (Economics)

Kharkiv State Academy of Physical Culture

LIUDMYLA PYSARENKO, Teacher

O.M. Beketov National University of Urban Economy in Kharkiv

In a highly competitive and rapidly changing situation, organizations should not only focus on the domestic situation, but also produce long-term strategy to keep pace with environmental changes. In the past, many companies and organizations could operate successfully, focusing mainly on the daily work, on the internal problems to increase resource efficiency in the current activity. But now, although, rational use of the potential in the current activities remains among the tasks, it becomes crucial to run the company thus that it could adapt to rapidly changing economic conditions.

Nowadays there is a critical situation with the state of health in Ukraine. There has been a sharp increase in morbidity: cases of hypertension has tripled, angina - 2.4 times, myocardial infarction - 30 percent [3]. Adverse environmental conditions caused the increase in the number of sick children. Almost 90% of children, pupils and students have deviations in health, more than 50% - poor physical training, about 70% of the adult population - low and lower than average levels of physical health, including those aged 16-19 years - 61%, 20-29 years - 67.2%, 30-39 years - 66%, 40-49 years - 81.5%, 50-59 years - 81%, 60 and over - 98.1% [3]. Over the past three years (2012-2014), there is a tendency to reduce the life expectancy of men and women, which is now at 10-15 years lower than in the US, Japan, France and other developed countries. According to WHO experts, this is due to high consumption of alcohol and tobacco, which provoke cardiovascular disease and cancer. Domestic demographers provide a more detailed analysis of this phenomenon. They note the poor quality, and sometimes simply the lack of nutrition, deterioration of medical services, inaccessible prices for good medicine, growing pollution, increase of neuro-psychological stress, injuries at work, growth of alcoholism and drug abuse [4]. Also, not the least role in this issue is played by availability of skilled personnel, political and economic situation in the country. The current system of physical culture and

sport in Ukraine is in crisis and can not meet the needs of the population. This is due to some objective and subjective factors of the existing system of physical education and sport: a deep economic crisis; a significant reduction in state funding of physical culture and sports; a significant reduction in the standard of living; violation of the ecological balance; a sharp deterioration in the physical development of people and their health, the reduction of life [2].

Unfortunately in Ukraine there is no necessary logistical infrastructure for sports and recreation and sports-media work at the place of studying, working, living and recreation. Virtually there is no domestic sports industry aimed at production of high quality fitness, facilities and equipment that would be able to compete with leading producers of such products in developed countries. Material and sports facilities in the sphere of physical culture and sports also don't meet modern requirements. In terms of availability of sports halls (per 10,000 of people) Ukraine is 2-3 times inferior to leading countries, as for swimming lag increases in 30 times, more than 80% playgrounds do not meet modern requirements [4.5].

Lifestyle of Ukraine's population and the state of the sphere of physical culture and sports endanger health and is an essential challenge for the Ukrainian state at the present stage of its development. It is characterized by certain factors, among which are:

- Aborted sustainable traditions and motivations for healthy lifestyles and rehabilitation of disabled persons by means of physical culture and sports are important factors in the physical and social well-being, improve health and prolong life;
- General deterioration of health of population, which reduces the number of people that can be involved in youth sport and sports of higher achievements, in particular be able to withstand heavy exercise and achieve high sports results;
- out of date equipment and a significant backlog of international standards that ensure resource sphere of physical culture and sports, namely institutional, human, scientific, methodological, biomedical, financial, logistics, information;
- Worsening of problems with the use of banned doping agents by athletes and correspondently strengthening of control by the World Anti-Doping Agency.

International competitions held in Ukraine on high organizational level has attracted the attention of the international community, and this obliges to raise the level of development of physical culture and sports to world standards. It is necessary to eliminate the imbalance between the volume of training and the real needs for specialists in physical culture and sports, skills development needs to be improved. The tasks of the state in the field of physical education and mass sport are:

- to develop and implement a family active leisure;
- to improve the system of physical education in preschool, general, vocational and higher education;
- to reform the system of physical training and mass sports enterprises, institutions and organizations;
- to improve the efficiency of physical training in the Armed Forces of Ukraine and other military formations and law enforcement agencies;
- to stimulate market development, recreational and rehabilitation services,

ensuring their availability and quality;

- to create conditions to attract to mass sports disabled and disadvantaged citizens and members of their families;
- to promote veteran movement in the field of physical culture and sports;
- to create conditions for the development of children's sports: all children should learn the main elements of certain sports to review the values of sport and to detect predisposition to further studies;
- to provide organic relationship between physical education, mass sports and higher achievements sports.

To improve this problem, the strategy of development of physical culture indicated that people should be attracted to a healthy lifestyle, physical training and sports, to harden, to participate actively in community activities there are outlined specific ways to attract the population to systematic physical training. The main ideas of the strategy development of physical culture are highlighted in the target complex program "Physical Education - Health of the Nation", which thoroughly examines the problems of physical culture of the country and solutions. Problem of formulation and implementation of the strategy development of physical training is very relevant for research

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## APPLYING BEHAVIORAL ECONOMICS TO UNDERSTAND HOUSEHOLD ENERGY USE

ALBINA DIOBA, PhD

*University of Warsaw, Poland*

Introduction. Household energy conservation is considered now as a major challenge and opportunity for scientific researchers, practitioners and policymakers [1]. But despite of high levels of awareness and concern about climate change the